

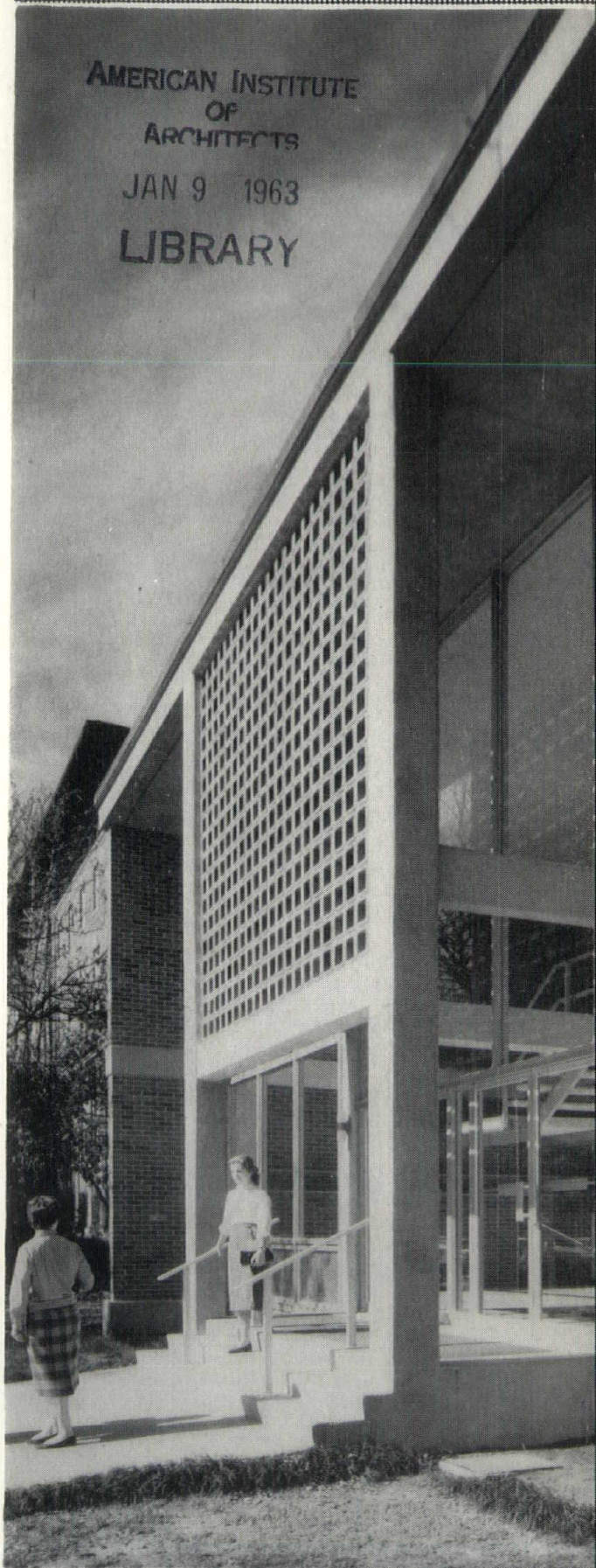
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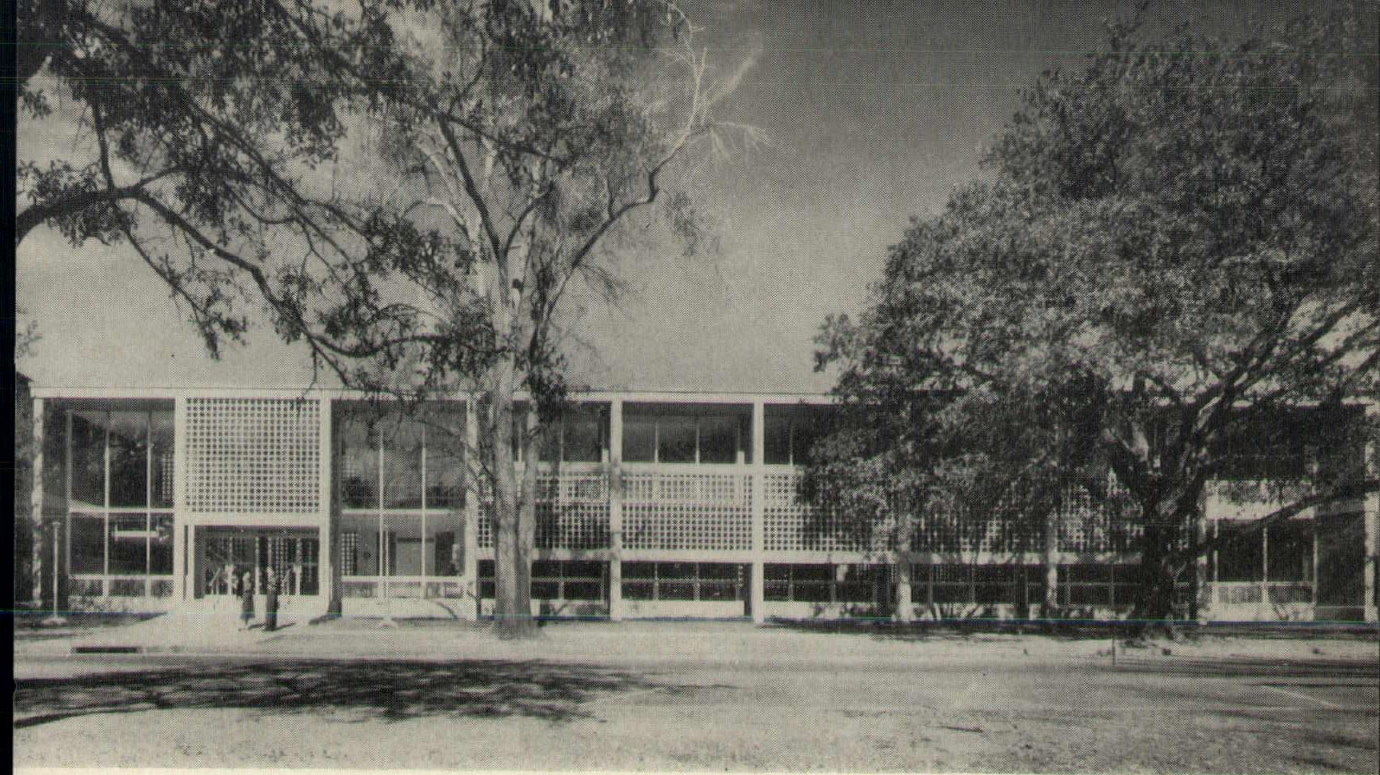
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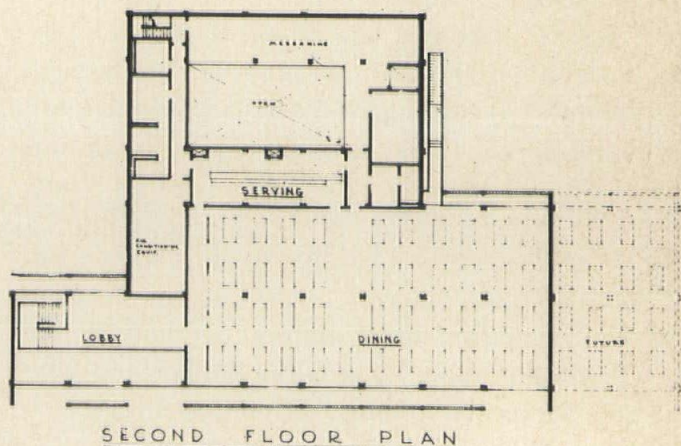
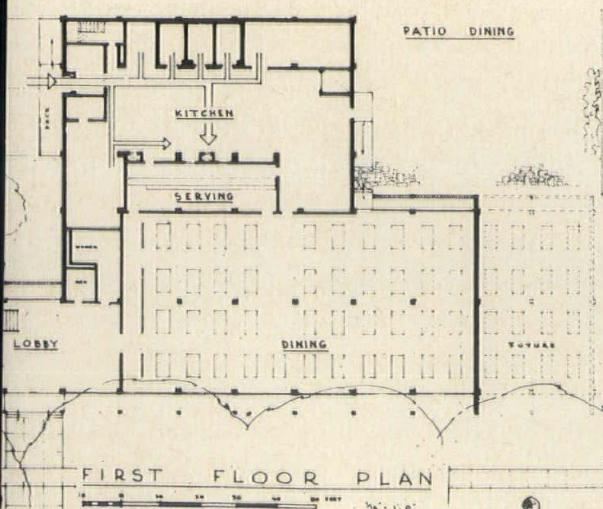
CAROLINE RICHARDSON DINING HALL TULANE UNIVERSITY

Located on the campus of Newcomb College, this food service building is designed to feed girl residents of the college.

There are two serving lines to accommodate capacity loads with seating for 656 students and with provisions for future expansion of 236 additional seats.

The construction is of concrete and masonry. Contract price was \$332,750.00. Cost per square foot, not including kitchen equipment, was approximately \$16.60.

This building was chosen for an honor award by the Institutions Magazine in its annual food service contest.



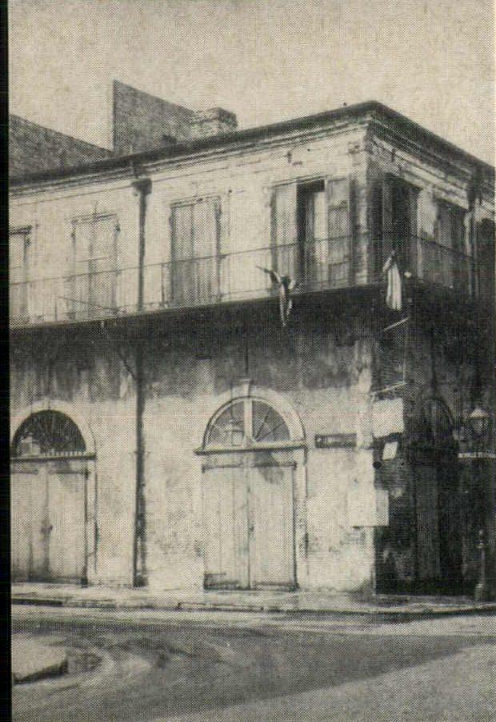


PHOTO BY JOHN BERNARD



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THE OLD ABSINTHE HOUSE

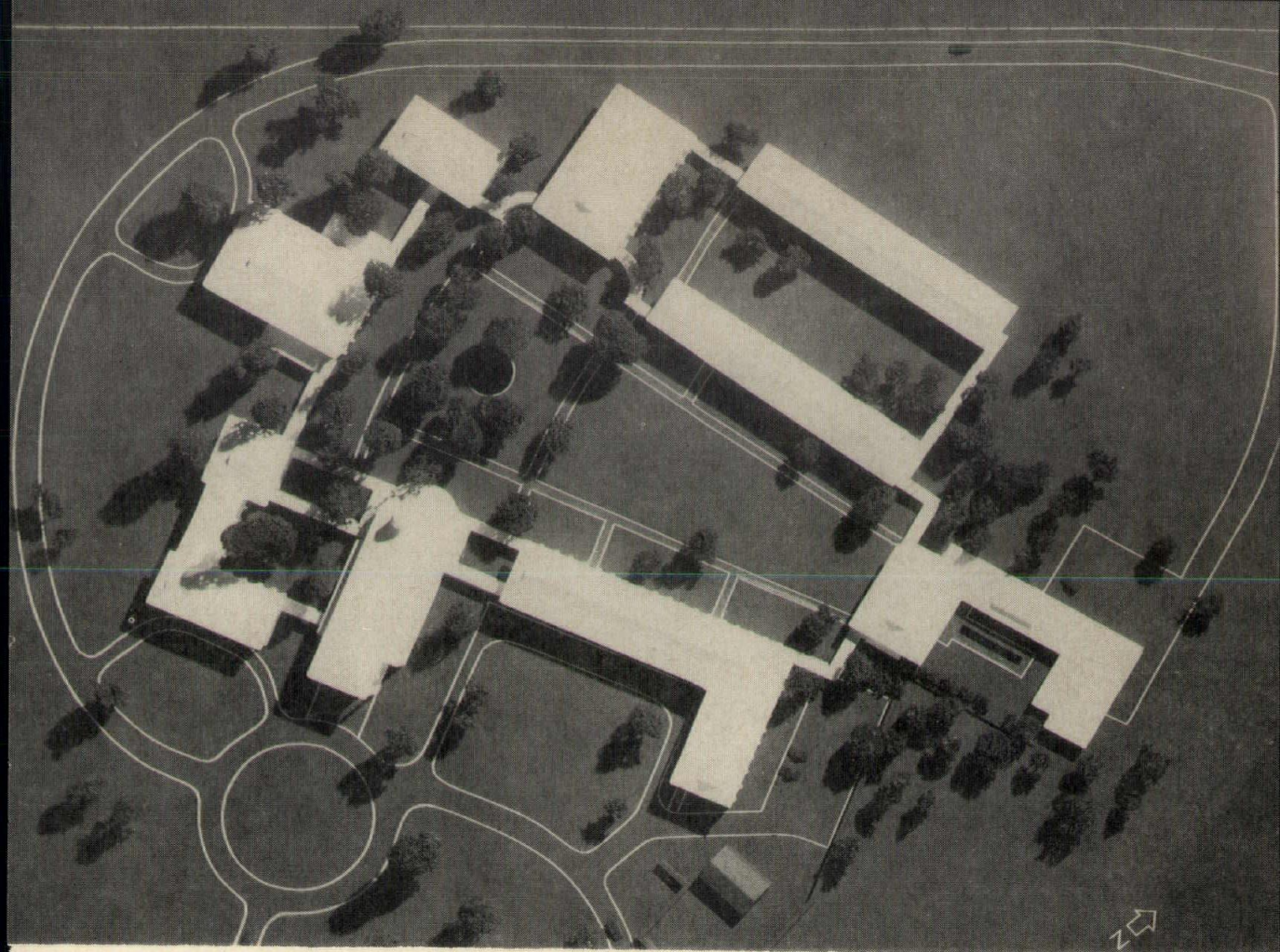
A RESTORATION

Located at the corner of Bourbon and Bienville Streets, in the heart of the Vieux Carre, this historic building was in desperate need of rehabilitation, both structurally and esthetically when the Owners and the Lessees decided to take definite steps to save the building in 1956. Several schemes, each involving a slightly different use of the building, were considered. Finally, the present arrangement evolved with the First Floor consisting of two large rooms (Bar and Lounge), two Patios (one on Bourbon Street, the other on Bienville Street) and a Service Bar and Kitchen; the Second Floor consisting of a large room for Private Parties which opens through French doors to a gallery overlooking the Bienville Street Patio, a service bar and serving room and public restroom facilities.

Considerable research was required to sepa-

rate the original work from later additions made from time to time. In making the alterations and additions necessary to suit the requirements of its occupants, care was taken to retain the architectural integrity of the original building. This restoration won the 1959 Restoration Award presented by the Vieux Carre Commission.

The building is owned by the Esteve family of Spain and is leased by the Brennan family who also operate Brennan's French Restaurant. Architects for the project were Bernard and Bernard; Structural Engineers, Joseph A. Miller and Associates; Mechanical Engineers, A. R. Salzer and Associates; Electrical Engineers, Schroeder and Associates. The General Contractor for the project was Chris Larsen Company; the Decorator was Charles R. Gresham.



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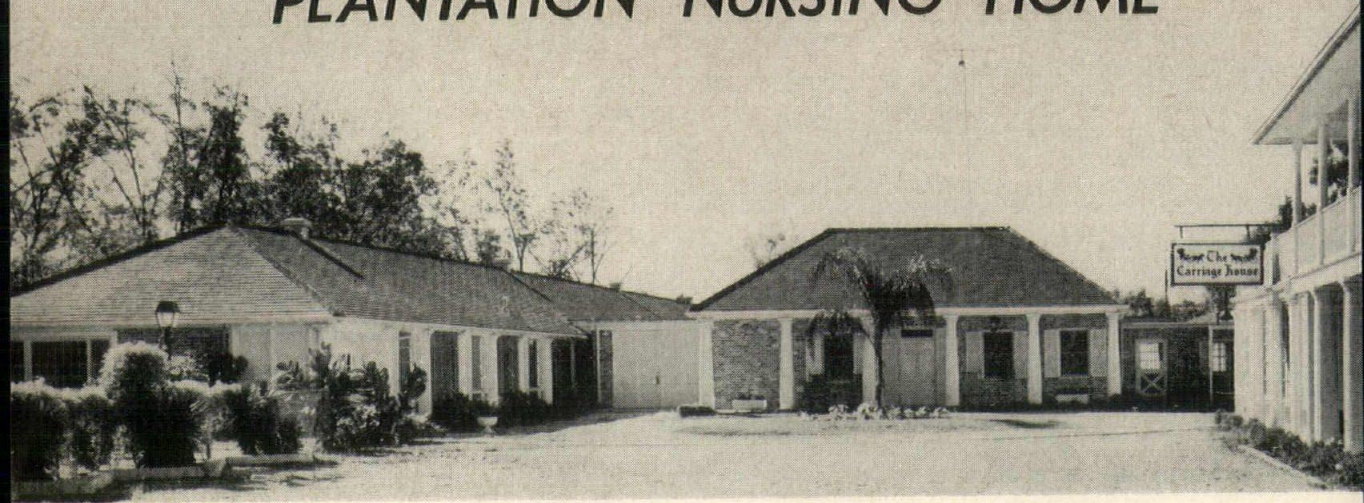
A MINOR SEMINARY FOR THE REDEMPTORIST FATHERS

RICHARD KOCH & SAMUEL WILSON JR.

Architects



PLANTATION NURSING HOME



CHEF MENTEUR ELEVATION

SEIFERTH AND GILBERT
ARCHITECTS
NEW ORLEANS

Photos By STUART LYNN

WEST WING CORRIDOR



A new building type has experienced broad expansion throughout our country in the past year, the Nursing Home. New — because heretofore only old victorian mansions were converted to accommodate the elderly with little thought given to a home being designed specifically for this purpose. Now our government is sponsoring, through federal aid, construction and remodeling of nursing homes.

The Plantation Nursing Home of New Orleans is located on Chef Menteur Highway and is a remodeling project. The Nursing Home was purchased by a private corporation from the former owners who operated the building as the Plantation Motel. It was originally thought to obtain financial assistance from the government. However, private citizens of New Orleans formed a corporation acquiring through the sale of bonds enough capital to proceed with the extensive renovation work necessary to convert the building from a motel to a Nursing Home. This united effort by private citizens is an example of the progress New Orleans is making in its development as a progressive city.

The motel complex, located at 7300 Chef Menteur Highway, consisted of three long motel room buildings forming a quadrangle with a 2-story building containing an office, small second story rooms, coffee shop and kitchen at the Chef Menteur end of the West Wing building. The initial planning was directed at entirely enclosing all the open covered walks and carports to form a continuous corridor around the quadrangle. It was necessary also to raise the floor level of this corridor removing the steps which existed at each motel room door. Concrete slab was poured at the same elevation as room floor level which eliminated the difference in elevation hazardous to elderly people. The quadrangle was completed by the design and erection of a new recreation building and connecting corridor. This recreation building was designed in the same style of architecture as that employed for the original building. Old brick exterior with stucco columns forms a pleasant portico overlooking Chef Menteur Highway. This has become a very popular spot for the rocking chair environs.

Large porch areas at the rear of the East and West Wing Buildings were enclosed to form required Nurses Stations, sanitary facilities, bed pan sterilizing room, central supply areas, pharmacies and other requirements completing the physical plant. Beyond the South Wing Building facing the old Gentilly Highway is the Laundry Building which has been completely converted and restored to operation. All laundry for the Nursing Home can be handled on the premises.

The two story building has been converted to the administration section of the Nursing Home providing Waiting Rooms, Consultation Rooms, Private Office for meetings with patients and their physicians or attorneys and laboratory facilities on the second floor, combined with residential areas for the resident nurse and director. In the former coffee shop and kitchen a complete transformation has taken place. The Coffee Shop has been air conditioned and converted to a cafeteria type service. The modern kitchen now serves 100 meals at each serving. The seating capacity of the dining room is 40. Two meal sittings are served when necessary; for those patients who prefer, service is available in their own rooms.

A former motel room located at the Chef Menteur end of the East Wing building has been remodeled to a Chapel which offers the patients services which are non-denominational for non-Catholics and one Catholic mass on Sunday morning.

For the convenience of visiting great grandchildren the swimming pool has been left in its former condition and forms an ideal source of entertainment for these younger people who are normally bored on a visit when accompanying their parents.

The entire grounds have been landscaped in the summer of this year. Palm trees planted impart a tropical air to the front courtyard. During the spring of next year the Plantation Nursing Home Board has projected to improve the quadrangle into a landscaped garden area where the patients can sit in the open in secluded spots or if they prefer take active part in gardening through the furnishing of small plot areas to those patients who show interest in this form of therapy.

It is a rewarding experience to visit this Nursing Home which is one of two Louisiana State Nursing Homes rated A-1 by the Louisiana Hospital Board. Louisiana should be justly proud of the accomplishments of the Plantation Nursing Home Board.

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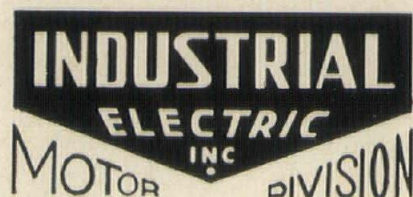
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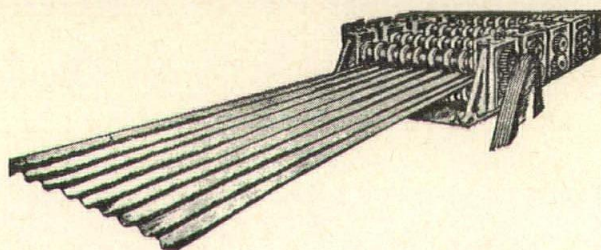
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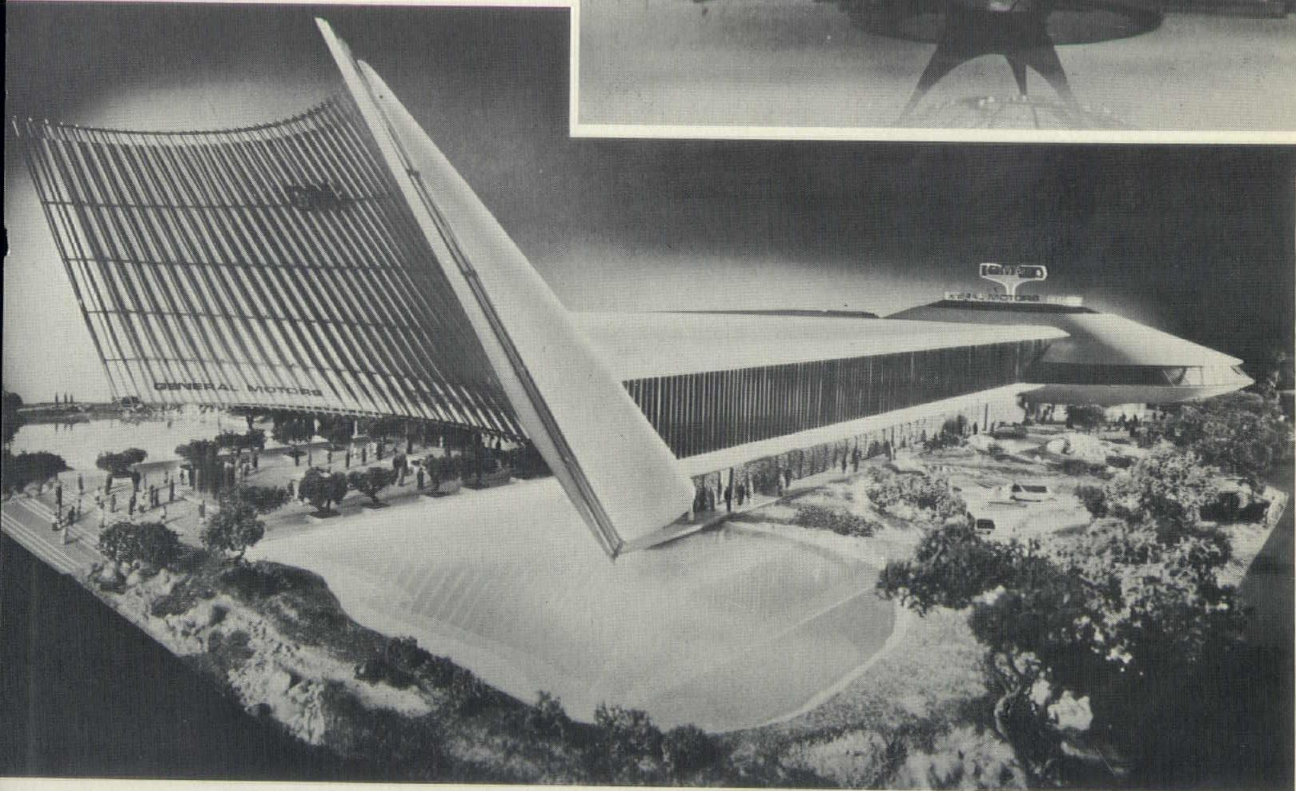
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The Unisphere, theme center of the New York 1964-1965 World's Fair, expresses its basic purpose of "Peace Through Understanding." The exposition key-note, a contribution of the United States Steel Corporation, will reach 13 stories above ground when completed. More than 1,500 construction problems were solved before engineers made the finished model possible.

NEW YORK WORLD'S FAIR— A PREVIEW



CONSTRUCTION on the New York World's Fair, scheduled to open in 1964, is gradually gaining momentum, despite the fact that foreign exhibitors particularly seem inclined toward procrastination. Repeated warnings, however, on the part of the Fair authorities that delay might be costly, leading to congestion and high labor and material costs

(Continued on following page)

General Motors has begun construction of this "suspended" building with a 10-story canopy above its entrance and covering nearly three acres of GM's seven-acre site at the New York World's Fair of 1964-1965. The structure will house a global GM Futurama exhibit including a ride which will carry 70,000 World's Fair visitors per day on a world-wide adventure into man's potential for future progress. Designed by the GM Styling Staff, the 240,000 square foot building will be 675 feet long and 200 feet wide. It will terminate in a 250-foot-in-diameter domed product pavilion topped by a time-temperature indicator eight stories above the ground.

NEW YORK WORLD'S FAIR

(Continued from page 3)

in the six months before the Fair opens, seems to have done the trick. Still another way of speeding things up is the Fair Corporation's policy of issuing building permits for foundations prior to completion of the rest of the design.

At any rate, exhibitor construction has been expanding rapidly. Many foundations are well advanced, and more and more plans and designs of exhibits are being submitted for approval. Many complex problems are being raised because of novel building concepts, advanced use of materials and new technological developments. These problems are being solved and approvals are being processed as quickly as possible. Matters involving safety are being conservatively administered; but the Fair is

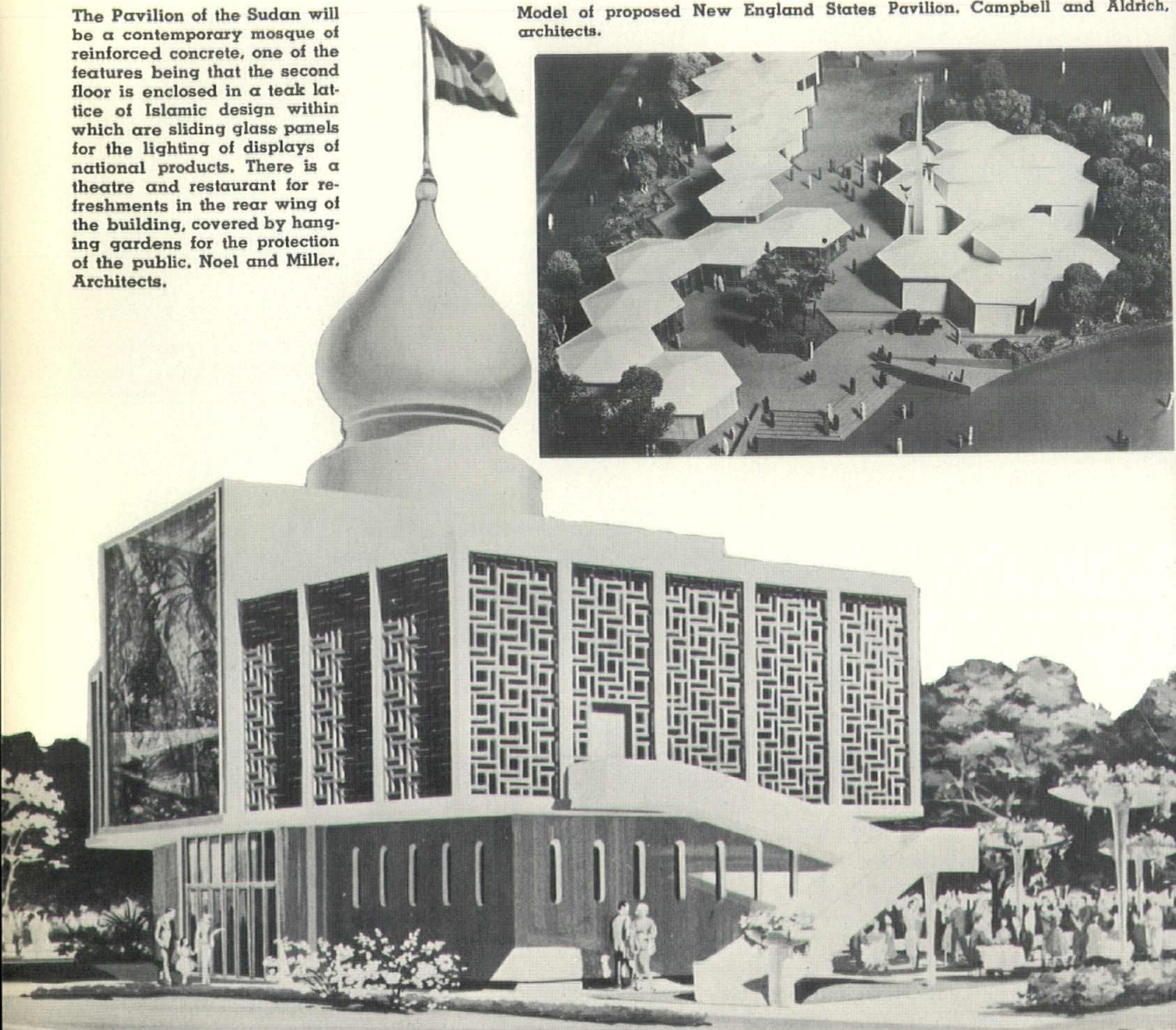
giving fullest scope to the most imaginative architectural concepts.

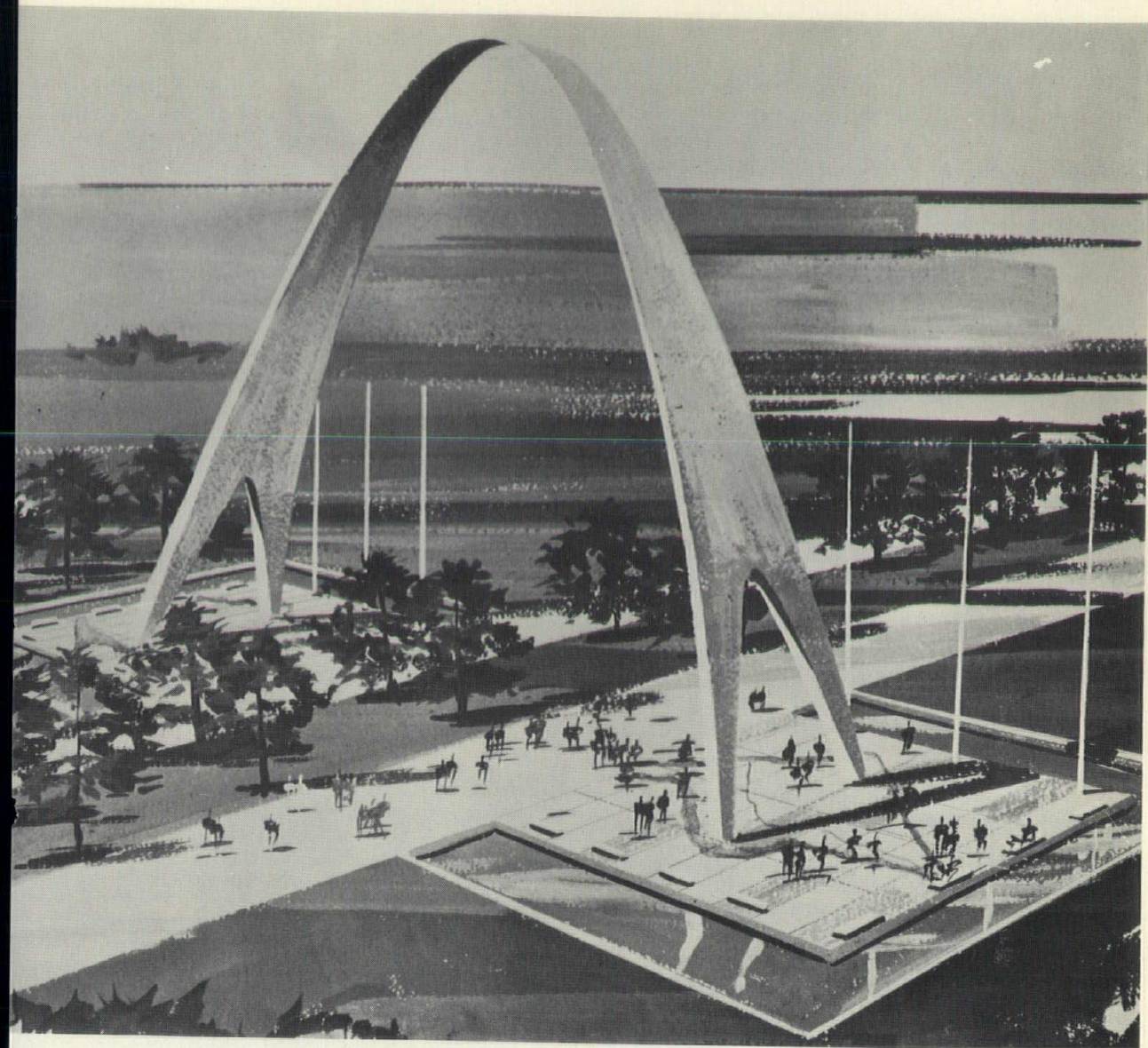
General Motors impressive exhibit was one of the first to start, and construction is now well under way. Gas, Inc., General Electric, the Bell System and Ford followed closely behind. Eastman Kodak, Travelers, International Business Machines and the State of New York are also being built. Piles are being driven for the Port Authority Heliport. Many outstanding architects, engineers and contractors are already engaged in this work.

Symbol of the New York World's Fair will be the Unisphere, which expresses its basic purpose of "Peace Through Understanding." A contribution of U.S. Steel, it will rise 140 feet above a 310 foot reflecting pool, with its land masses supported on an open grid of latitudes and longitudes. More than 1500 construction problems were solved before

The Pavilion of the Sudan will be a contemporary mosque of reinforced concrete, one of the features being that the second floor is enclosed in a teak lattice of Islamic design within which are sliding glass panels for the lighting of displays of national products. There is a theatre and restaurant for refreshments in the rear wing of the building, covered by hanging gardens for the protection of the public. Noel and Miller, Architects.

Model of proposed New England States Pavilion. Campbell and Aldrich, architects.





The proposed Arch of the Avenues of the Americas symbolizing unity and friendship of all the nations of the Western Hemisphere.

the engineers made the finished model possible. When constructed, the Unisphere will appear graceful yet grand, light yet massive, solid yet transparent.

Meanwhile, construction of the principal basic utilities for the main part of the exposition area has been completed, including the 4160-volt electric distribution system, water mains, gas mains, storm and sanitary sewers, and communications conduit. Exhibitors now constructing their pavilions are receiving on-site utilities services.

The first of the four large parking fields has been completed. A contract has been let for the Press and Communications Building. The up-to-date plan will provide television broadcasting of press conferences and other major events.

Work continues on the pedestrian overpass and

the entrance building. These will handle, from the Long Island Railroad, and the Rapid Transit System, about 51% of all the visitors to the Fair at a capacity of 45,000 per hour. Ticket booths and turnstiles will be placed on a widened portion of the deck, leading downward to the Fair by an inclined central ramp. A broad plaza at the upper level on each side will provide room for a European-style sidewalk cafe.

Work is also underway on grading and reshaping the edges of Meadow Lake to provide an attractive background for water shows and other events. Other construction contracts and design activities are continuing on schedule including important work on lighting, which will feature the most advanced tech-

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NEW YORK WORLD'S FAIR

(Continued from page 5)

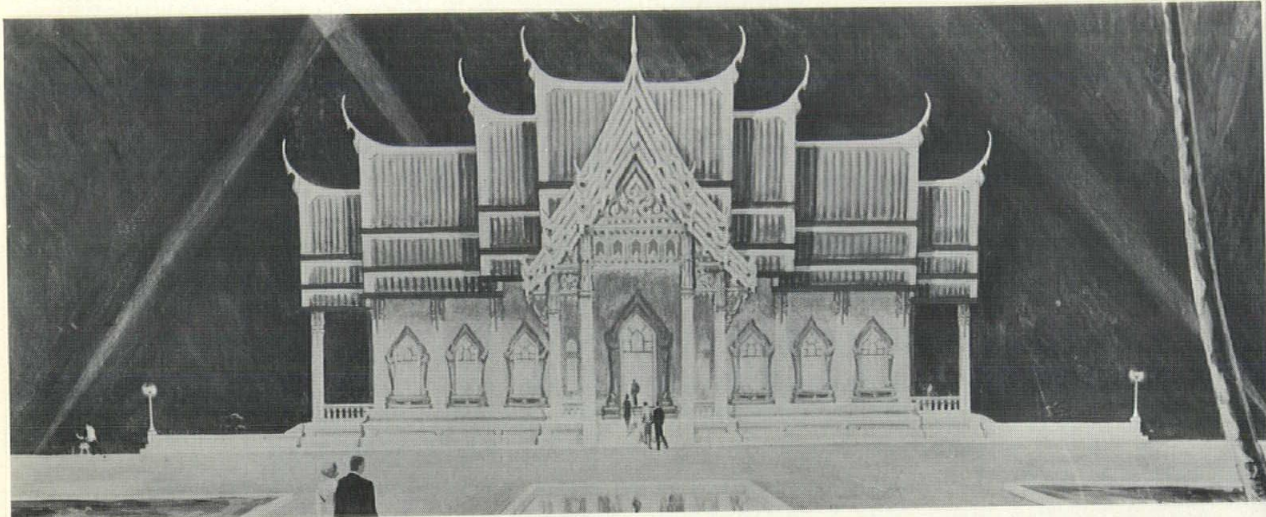
niques, and on the final embellishments of the Fairgrounds.

General plans for television in the Fairgrounds have been completed. Conduits have been built throughout the site. Coaxial cable, microwave and other Bell System facilities will be provided between all principal areas of the fair. Major exhibitors have made more elaborate plans for their own use. Exhibitors requiring television service will have access to the necessary cable connections across the back

of other exhibitor lots, so that television broadcasts can be provided from most points in the Fair.

It has taken about one-half million yards of fill to fill Flushing River channel (which was rerouted underground by conduits) and to build up the low areas for the parking field and the Kissena Corridor Park Arboretum.

Activities of the Fair Corporation and other agencies involved are making the entire area a beehive. There has been positive assistance from leaders of principal construction trade unions. Architects, engineers and contractors are enthusiastically participating in the overall effort. The complex job of building the Fair is well underway.



▲ The Marble Wat of Bangkok fame will be reconstructed in the proposed Thailand Pavilion at the New York 1964-1965 World's Fair. The original Wat is dedicated to the Buddhist religion and culture and is a landmark seen by thousands of visitors to Thailand's capital.

▼ Rendering of the Hong Kong Pavilion, designed by Eldredge Snyder, architect, and Richard K. Webel, landscape architect in consultation with Dong Kingman, well known international painter. Visitors will enter the Pavilion through a high Chinese red lacquered gate.



The AGE Of The ARCHITECT

AN IMPORTANT PART of your future is being shaped right now by a man you probably don't even know.

Sitting over a drafting board in his office near you, he embodies a unique combination of talents. Part artist, part engineer, professional counselor, and businessman, he is the architect — the man who is re-shaping America on a scale never before undertaken in this or any other nation's history.

In every era of American history, one profession has tended to dominate the course of public life. When the Pilgrims landed, it was the ministry which gave the early settlers the spiritual strength and courage they needed to conquer nature, disease, and hostile natives. Later, when the settlements grew into colonies, the lawyers established the political and judicial structure through which our nation took form. Still later, it was the financier who developed the nation's industry, transportation, and far-flung communications systems.

Today, in mid-twentieth-century America, a clear case can be made that we have moved into the age is the single biggest industry in the country today—

bigger than farming, bigger than automobile production, bigger, even than defense. And, within the next 40 years, economists predict conservatively that we will have to duplicate every single building in the United States — in effect, build a second America — to house a population which will nearly double in that time.

Perhaps the simplest possible description of architecture is that it is the professional use of space. More accurately, it is the design of various kinds of spaces. For example, the arrangement of spaces *inside* a well-designed house keeps children from running across the living spaces of adults. Noisy living spaces are separated from quiet sleeping spaces. In a school, well-planned spaces provide the best education for the tax dollar. The spaces inside a good business building aid production efficiency by keeping the product or key document moving in a straight work-flow line.

Architecture is also the design of *outside* spaces; the way a house is situated on a lot to let in light without unwanted heat and glare, and provide privacy from the neighbors. It is also the way these spaces are related to each other to form a neighborhood and the way neighborhoods are related to form a community. The spaces *between* spaces are important, too; good planning enhances property values by providing an easy link between the house and store without jamming them together to the detriment of both.

The planning of spaces and their relationship to each other is the social purpose of architecture, the meaning of the word "function" in design. The way the spaces are enclosed and supported is the engineering part of architecture, the provision of structure. To meet the third qualification for architecture, the space arrangements and enclosure should produce the effect we call beauty.

These criteria directly parallel the definition of architecture given nearly 2,000 years ago by the ancient Roman, Vitruvius. His words, as paraphrased in about 1600 by an Englishman, Sir Henry Wotton, were: "Well building hath three conditions — commodity, firmness, and delight." The fundamentals are unchanged — function (commodity), structure (firmness), and beauty (delight).

But the scale on which the architect must think and plan has changed greatly. In pioneer America the rush westward and the handiwork of the semi-skilled carpenter created a psychology of expediency in building from which we are just beginning to recover. Today, as a spokesman for The American Institute of Architects put it: "We are just beginning to dig our way, literally, out of jumbles of bad buildings imitating past European cultures, to clear jerry-built slum neighborhoods, and to rearrange gridiron roadway systems originally planned as if the movement of cars, and not the needs of people,

(Continued on following page)

THE AGE OF THE ARCHITECT

(Continued from page 7)

was the important consideration in planning."

Today, then, architecture is no longer just a single building, but complexes of buildings, designs of neighborhoods, and the planning and redevelopment of whole communities. The nature of the client, too, has changed. Where once it was traditionally a single person, today it is often a board, as with a school or corporation; a committee, as in a church; or even a syndicate, which might involve a combination of developer, banker, or group of investors.

What kind of man is it who is equipped to meet this big design challenge and how many of him are available to do the job? To answer the second question first, there are approximately 11,000 architectural firms practicing in the nation today. In size, they range from one or two persons to hundreds, and an office may include planners, designers, production experts, specification writers, draftsmen, job captains, inspectors, and others. In addition, architects hire as employees or engage as consultants many technical specialists — such as structural and mechanical engineers — who are paid from architectural fees.

Architectural design — whether it involves a house, a school, bank, or any normal type of structure — generally falls in four stages. The first or "schematic" design stage involves consultations with the client. He must state what is to happen in the building. How many people will do it and how will it be done? What result is expected?

From this accumulation of data develops the preliminary drawings. In this second stage, drawings are prepared to show the general plan and how it fits the site. Recommendations are made to the client on construction methods, use of materials, and mechanical systems and equipment. An estimate of cost and outline of building specifications are prepared. After the client approves this, the third or "construction documents" phase begins.

Detailed working drawings are made to illustrate all essential architectural, structural, and mechanical work. These drawings, together with others showing interior space arrangements, building elevations, cross-sections, and details, are accompanied by a book of specifications outlining the materials to be used and the required levels of craftsmanship. The fourth phase is the construction itself. The architect directs tests of the quality of materials, checks contractors' shop drawings, and inspects the work as it goes on. He keeps the client informed on progress, checks costs, and approves contractors' applications for payment. When satisfied that the job is done, the architect certifies to that effect.

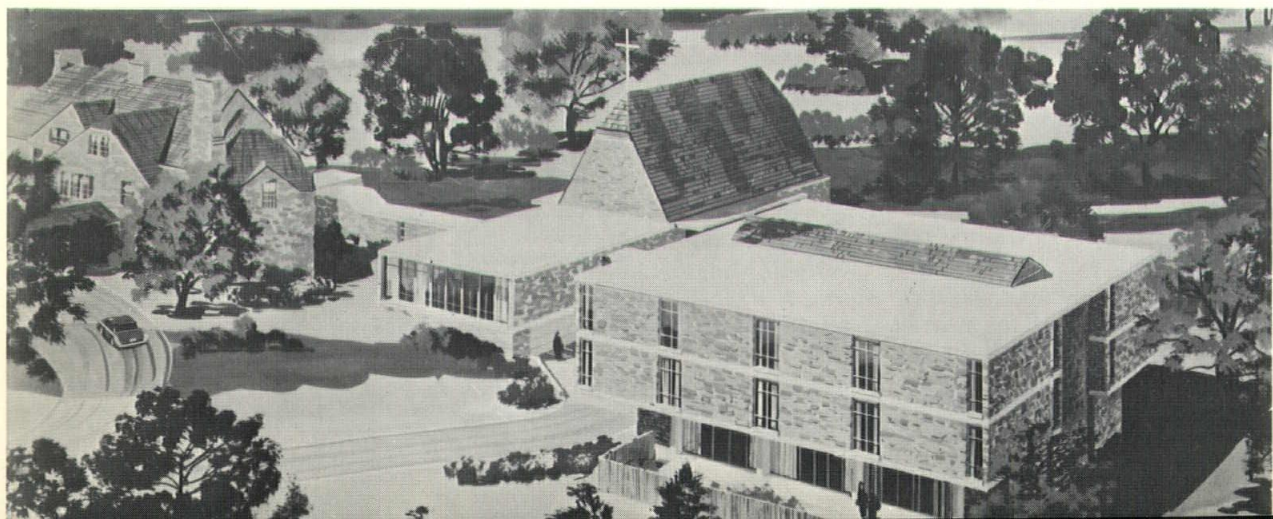
In large-scale community design projects, of course, the architect, and sometimes teams of architects, work closely with city planners, sociologists, and many types of construction specialists. On this level, both private and public money and interests are involved. But, in the final analysis, the end product is still design — the product of the designer and one of the prime needs of the mid-twentieth century — the age of the architect.

NOVITIATE FOR THE SISTERS OF CHARITY

THE AGE-OLD PURPOSES of religious life—prayer, study and contemplation—are being served by twentieth century architectural design and building methods in the New Sisters of Charity novitiate at Seton Hall College, Greensburg, Pa.

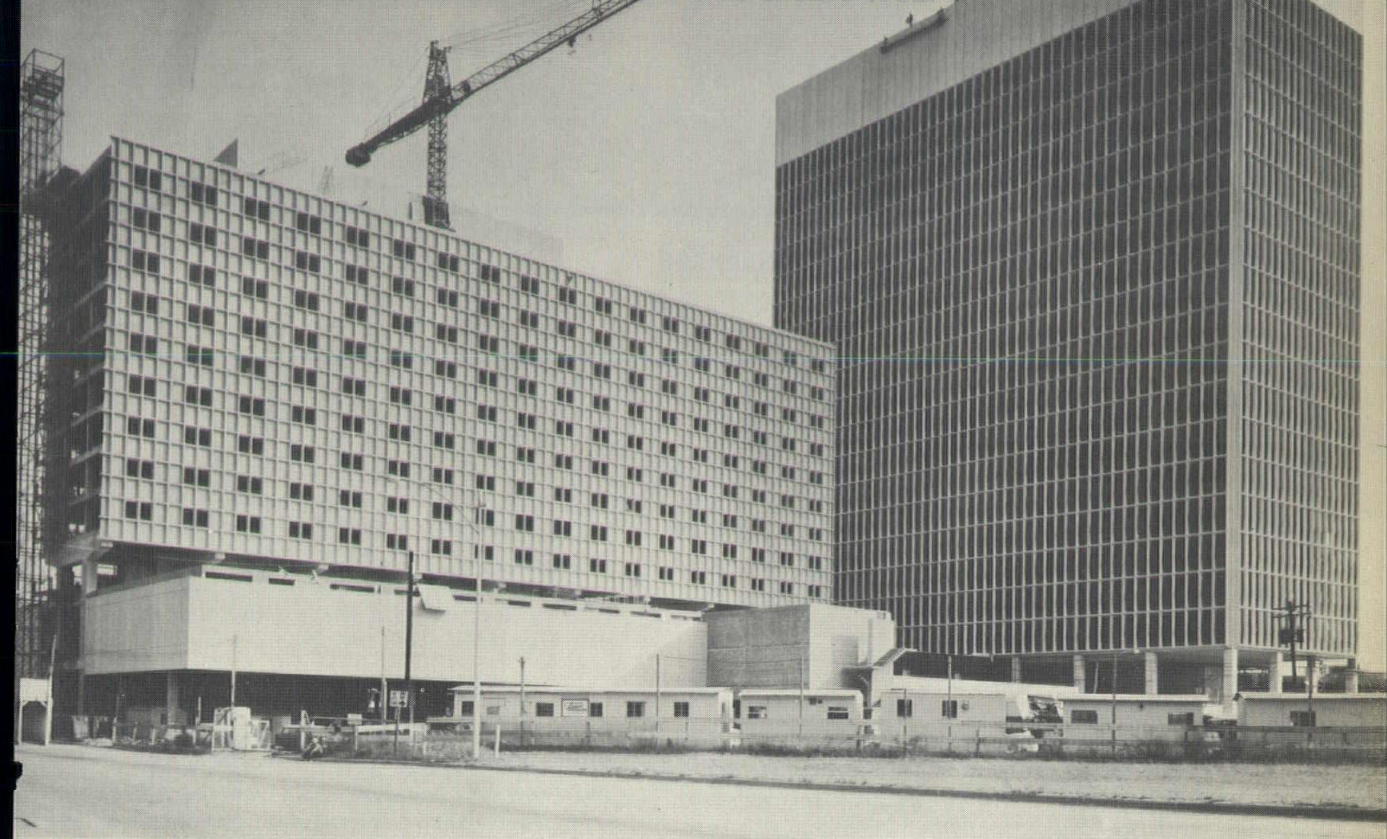
The three inter-connected buildings of the Novitiate—Chapel, Dormitory and Classroom—blend a traditional façade of random shlar stone masonry with a modern framework of concrete and steel.

By taking advantage of a sloping site, the design firm of Celli-Flynn, McKeesport, Pa., welded the three-story dormitory, the two-classroom and the single-level chapel into a single unit with complete facilities for 120 Novices. The second floor of the classroom is cantilevered as are the second and third stories of the dormitory.



CULLEN CENTER

IT'S BIG — EVEN BY TEXAS STANDARDS



First two buildings of Houston, Texas' dramatic Cullen Center, which utilizes entirely new architectural planning concepts, near completion. Designed by Welton Becket and Associates, the Hotel America (left) and the 500 Jefferson office building have lobbies and shops on the second level, parking underground, and surface vehicular traffic is bridged by second-level, air-conditioned pedestrian concourses.

A LONG and revealing look into the possible future of the downtown areas of many American cities is being provided in Houston, Texas, where the first two buildings that will comprise the \$100 million Cullen Center are nearing completion.

One of the largest privately financed downtown projects ever planned for an American city, the unique development—which will cover six city blocks—is big even by Texas standards. Master planned and designed by architects Welton Becket and Associates on an entirely new concept, the complex will include three high-rise office buildings, a major hotel, two high-rise apartment buildings and necessary parking and public facilities on a 12-acre site.

First two units of the huge project, the 21-story 500 Jefferson Building and the 12-story Hotel America, are nearing the completion point in construction; with the first tenants scheduled to move into the 500 Jefferson Building on December 1, 1962 and Hotel America scheduled to open on April 15,

1963, according to Gerald E. Veltmann, president of Cullen Center Incorporated, which is developing the property.

"Cullen Center represents a marked departure from the traditional American downtown scene," Veltmann explained, "in that it centers around a planning concept with four separate levels: sub-surface, used for parking and mechanical equipment; surface, used for parking, entrance lobbies and service entrances; second-level, used for pedestrian-oriented facilities such as main lobbies, shops, displays, galleries, lounges and restaurants; and the space above, into which will rise the various towers containing hotel rooms and offices." Buildings are being joined at the second level by air-conditioned pedestrian bridges, which will provide complete separation of pedestrians and vehicular traffic.

Key to the development is the master plan prepared by Becket, which treats the entire area as one unit. "Our plans call for each building to have an

(Continued on following page)

CULLEN CENTER

(Continued from page 9)



individual identity while maintaining a unity of design for the Center as a whole," architect Welton Becket, F.A.I.A., stated. "The structures will be aesthetically related through use of a common material—concrete—in a variety of forms; physically related by the second-level pedestrian bridges; and visually related around open plaza areas and a common exposed aggregate sidewalk."

The project that is transforming America's sixth largest city is named after the late Mr. and Mrs. H. R. Cullen, world-famous Houston philanthropists.

"Over the years, the senior Cullens gave generously to the University of Houston and Houston hospitals and made countless other benefactions," Veltmann said. "It is fitting that their names should be immortalized in a development which will be of immeasurable benefit to the development of Houston as one of the world's finest cities."

Veltmann himself took a leave of absence from a busy Houston law practice to head the development.

One of the basic design concepts of the center, the inviting open areas, has been extended beyond even the six-block site. Since the Becket firm is also the architects for the 44-story Humble Oil Refining Company home office building rising on an adjacent site, continuity of design has been extended to the Humble building with its own spacious landscaped plaza.

The Center has already spurred further development of downtown Houston. The city, no laggard at present in the growth department (its population rise brought it from America's twenty-first largest in 1940 to sixth today) expects even greater growth with the completion of Cullen Center. Several other major new office buildings, another high-rise hotel and a major professional building near Cullen Center are contributing to the "new skyline."

Perhaps most important, the Cullen Center project is clearly demonstrating that privately financed urban redevelopment projects are definitely feasible.

Cullen Center is located in the southwest portion of Houston's Central Business District, directly in the path of the major downtown real estate development, and at the crossroads of Houston's major loop freeways.

"The entire Cullen Center area will become a pleasantly landscaped complex of office, hotel, apartment, shopping and entertainment facilities," architect Becket stated, adding that "wide use will be made of open spaces, glass, color and texture."

Not only is the master plan for Cullen Center unique, but new construction methods are being used for the first time in the erection of the development's first two increments.

In the construction of the 500 Jefferson Building, specially-designed precast concrete exposed aggregate frames, which were applied pre-glazed to the steel frame and form both the exterior and interior walls, were installed with new speed and ease to the high-rise structure.

The dramatically-different \$12 million edifice sets the pace for the entire development. The office building and its adjacent four-level parking structure occupy a full block in the Cullen development, in an open, airy, parklike setting. The 423-400 sq. ft. steel frame 500 Jefferson Building will complement the 12-story Hotel America located across the street.

Turning away from the cold, rigid symmetry so common in many of today's skyscraper developments, the hotel will reflect the façade of the office building. Like the office structure, it will contain an open, landscaped plaza on the ground level, shops and services on the second, or concourse, level, and a completely new and refreshing tower treatment."

"Cullen Center represents a glimpse of the downtown of the future," architect Becket said, "and it will be characterized by the end of the skyscraper canyons, creation of welcome open space, inviting walkways, pedestrian malls and, of prime importance, complete separation of vehicular and pedestrian traffic."

The landscaped grounds, centering around Cullen Plaza, an enhancing, inviting area devoted to formal gardens, statuary, and lighted fountains, adds a human touch.

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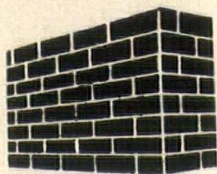
Stanford University Medical Center, Palo Alto, Calif. Architect: Edward D. Stone, New York. Structural Engineers: Pregnoff & Matheu, San Francisco, Calif.

Decorative patterns in concrete give unity and beauty to new medical center!

Hospital, clinic, school, research laboratory—the many activities of the new Stanford Medical Center require 7 separate buildings. To bring this complex into one harmonious whole, ingenious use has been made of modern concrete. Precast grilles provide a strong light-and-shadow pattern over large areas. They also set a design theme which is repeated in bold relief on other concrete surfaces throughout the Center. The elegant beauty achieved gives dramatic evidence of concrete's esthetic versatility and its structural advantages. Today, more than one architect is acquiring a reputation through the creative uses of modern concrete.

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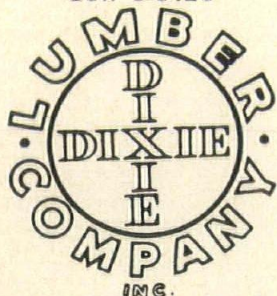
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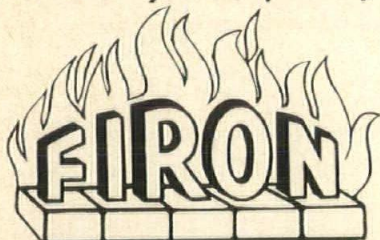
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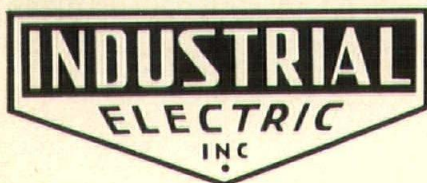
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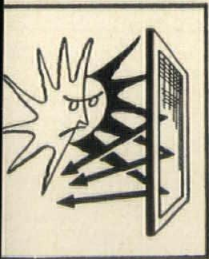
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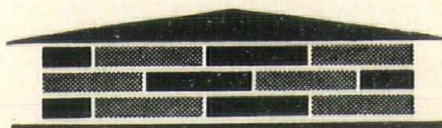
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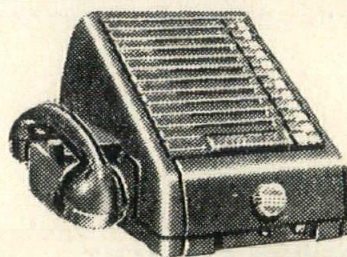
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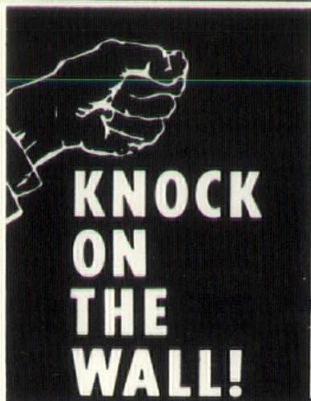
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